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A SELECT LIST OF FOUR HUNDRED STRONG NEWSPAPERS

WHICH MAY BE RELIED UPON AS REPRESENTATIVE AND DEPENDABLE FOR NATIONAL, SECTIONAL OR LOCAL CAMPAIGNS, SUPPLEMENTED BY OTHER NEWSPAPERS AND MAY BE NECESSARY TO PRODUCE DESIRED RESULTS.

Cities, Populations, Papers, Circulations and Advertising Rates

Circulation Figures Are Invariably Latest Available Post Office Statements Filed October 1, 1916

*Indicates newspapers which are members of the Audit Bureau of Circulations. †Applicants for membership in A. B. C.

STATE	CITY	POPULATION	PAPER	CIRCULATION	ADVERTISING RATE
ALABAMA	Birmingham (126,156)		Post-Opinion	14,000	1.40
			Register	14,000	1.40
			Montgomery	14,000	1.40
			Mobile	14,000	1.40
			Montgomery	14,000	1.40
			Montgomery	14,000	1.40
			Montgomery	14,000	1.40
			Montgomery	14,000	1.40
			Montgomery	14,000	1.40
			Montgomery	14,000	1.40
ILLINOIS (Continued)	Rockford (32,337)		Register	11,730	.86
			Register	11,730	.86
			Register	11,730	.86
			Register	11,730	.86
			Register	11,730	.86
			Register	11,730	.86
			Register	11,730	.86
			Register	11,730	.86
			Register	11,730	.86
			Register	11,730	.86
INDIANA	Crawfordsville		Journal	4,273	.15
			Journal	4,273	.15
			Journal	4,273	.15
			Journal	4,273	.15
			Journal	4,273	.15
			Journal	4,273	.15
			Journal	4,273	.15
			Journal	4,273	.15
			Journal	4,273	.15
			Journal	4,273	.15
MICHIGAN	Ann Arbor (14,048)		Times-News	6,074	.35
			Times-News	6,074	.35
			Times-News	6,074	.35
			Times-News	6,074	.35
			Times-News	6,074	.35
			Times-News	6,074	.35
			Times-News	6,074	.35
			Times-News	6,074	.35
			Times-News	6,074	.35
			Times-News	6,074	.35
NEW MEXICO	Albuquerque (12,027)		Albuquerque	7,083	.35
			Albuquerque	7,083	.35
			Albuquerque	7,083	.35
			Albuquerque	7,083	.35
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			Albuquerque	7,083	.35
			Albuquerque	7,083	.35
NEW YORK	Albany (107,879)		Albany	43,098	.86
			Albany	43,098	.86
			Albany	43,098	.86
			Albany	43,098	.86
			Albany	43,098	.86
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			Albany	43,098	.86
			Albany	43,098	.86
			Albany	43,098	.86
OKLAHOMA	Edmond (18,200)		Edmond	8,200	.25
			Edmond	8,200	.25
			Edmond	8,200	.25
			Edmond	8,200	.25
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			Edmond	8,200	.25
			Edmond	8,200	.25
TEXAS	Abilene (12,500)		Abilene	2,444	.21
			Abilene	2,444	.21
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WHITE HOUSE SOCIAL SEASON OPENS TUESDAY

Another Winter Without a General Diplomatic Reception.

TWO DINNERS INSTEAD

Other Features of Program Announced for Guidance of Elect.

(By Associated Press.)
WASHINGTON, Dec. 9.—The program for the White House winter social season has been announced and, as was generally expected, it omits the colorful diplomatic reception, because of the war, and also the time-honored New Year's reception for the public in accordance with the custom President Wilson set when coming into office.

In place of the diplomatic reception there will be two diplomatic dinners. The Entente diplomats and all neutrals will be entertained at the first and the Teutonic diplomats and all neutrals will be guests at the second. The embarrassments which would be caused by inviting the representatives of the warring powers to rub elbows at the same reception may be more imaginary than actual, but they are regarded by the social managers as having possibilities, notwithstanding that it is said the ambassador from one of the principal Entente Allies and the ambassador from one of the principal Teutonic powers always exchange courteous greetings when they pass on the street. However, the program has been arranged to keep the warring diplomats apart.

The social events all come on Tuesdays instead of Thursdays, as formerly; the season begins earlier and ends in February instead of March, probably due to the fact that the White House wants it over by inauguration time.

This is the program as officially announced:
Dec. 12—Cabinet dinner, 8 p. m.
Dec. 19—Judicial reception, 9 p. m.
Jan. 9—Diplomatic dinner, 8 p. m.
Jan. 16—Diplomatic dinner, 8 p. m.
Jan. 23—Congressional reception, 9 p. m.

Feb. 6—Army and Navy reception, 9 p. m.
Feb. 13—Speakers dinner, 8 p. m.

Before the war the diplomatic reception was the social show of the winter. Invitations were sought so eagerly by those who were not quite sure to be invited that the President set the rule of placing an arbitrary limit on the number, outside of the diplomatic corps, who were to be invited without his personal approval. In form the reception differed little from those to Congress, the army or navy, or the judiciary, in fact it had a distinctly different atmosphere. The brilliant uniforms of the diplomats and their aides, the distinctly foreign manners of many, and the ceremony with which custom surrounds a diplomat when he is out in full dress uniform made the reception distinctive from the others.

In a general way, all the receptions are conducted alike. A few special guests are permitted to enter the main door of the executive mansion but most enter the east entrance and after leaving outer garments in the lower corridors of the White House form in long lines leading up the marble stair case to the first floor and into the Blue Room where the President and Mrs. Wilson, aided by members of the cabinet and their wives with army and navy aides in full dress, receive them.

The introductions are made by an aide; a brief word of greeting is spoken, followed by a hasty handclasp and the guest passes along to the end of the receiving line to spend the remainder of the evening moving about or chatting with friends in the crowd. Even to personal friends the President or his wife cannot say more than a word because to each of the receptions come between 1,500 and 2,000 persons and things have to move on time. In the state dining room the guests usually find a buffet luncheon and in opposite ends of the main corridor two sections of the Marine Band play almost continuously.

The nearer the top one is in official Washington, the surer one is to receive invitations to these affairs, although some of the receptions are not so "exclusive" as others. The Congressional reception, for instance, usually finds the world and his wife having a good time in the White House and not always in evening dress.

In a capital where there are hundreds of persons not connected with the government, but active in social life, the limit to the number of invitations must be gauged by the capacity of the White House itself, if there were no other reasons. It is not easy for the social secretary and the force of clerks who handle the invitations to discriminate. Failure to be invited to at least one reception may not be fatal to social aspirations but it is something to be avoided by those who make at least a pretension to social prominence.

Invitations, if anything, are not so easy to obtain as they used to be. A story told in social circles has it that

(Continued on page 9)

KEELEY CURE
4248 Fifth Avenue, Pittsburgh, Pa.
Established 87 years. Removes all desire for drink and drugs without causing harm to the patient. If you are interested, it will be to your advantage to investigate. Only Keeley Institute in Western Penna.

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To be able to quickly visualize the leading newspapers of the country as made possible by this list is the best sort of proof of the superior efficiency and freedom from waste of newspaper advertising.